









DC Blitz

- More than 300 ad units
- 30 Consecutive days of advertising Virginia destinations in multimedia
- Anchored by station domination of METRO Center – 1 month; 60,000 commuters per day
- Exposure to a Virginia drive market of 4.5 million adults

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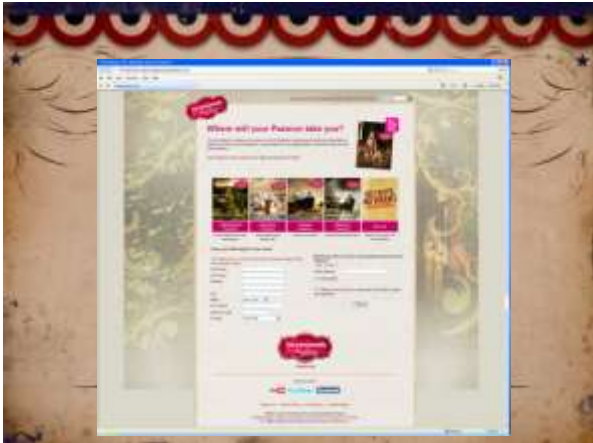


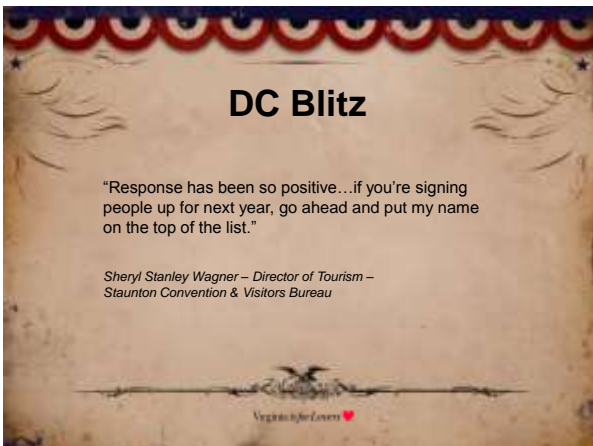












Why Station Domination?

- The DC/NOVA region is Staunton's #1 geographic target market.
- Mediocre advertising success in the DC market over the last two years.
- Washingtonpost.com
- Washington Suburban Press
- Recreation News
- The partnership with VTC allowed increased exposure and limited expense.

Virginia Style Lives! ♥

Budget

- \$10,000 total budget
- 19 billboards in DC's Metro Center-April 1-30.
- Advertisement on DC Daily Candy E-blast



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How Was It Leveraged?

• PUBLIC RELATIONS

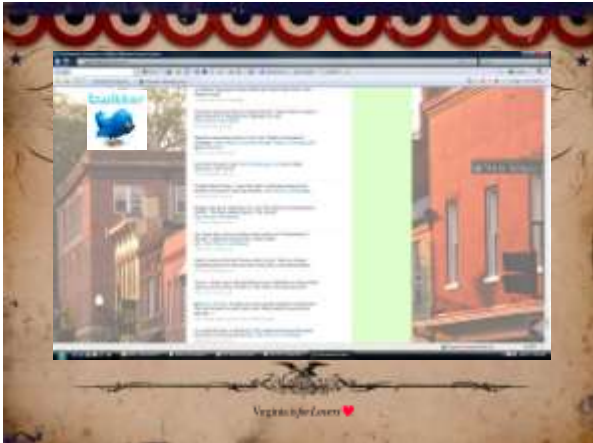
- WHSV CHANNEL 3 IN HARRISONBURG, VA
- NBC CHANNEL 29 IN CHARLOTTESVILLE, VA
- NEWS VIRGINIAN IN WAYNESBORO, VA

• SOCIAL MEDIA

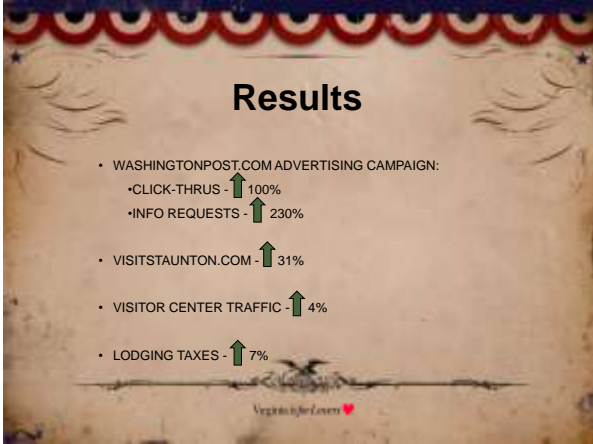
- FACEBOOK – 2,300 fans
- TWITTER – 450 followers

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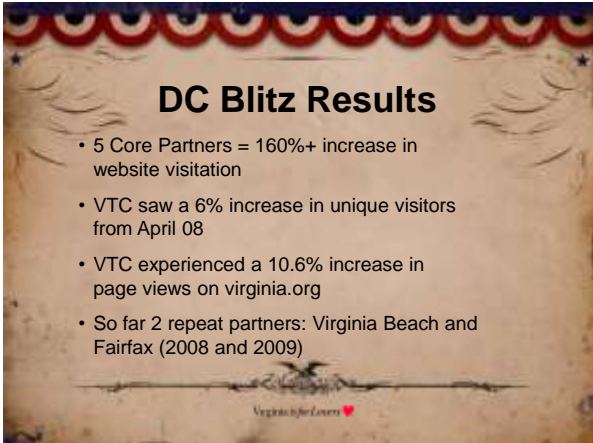




Results

- WASHINGTONPOST.COM ADVERTISING CAMPAIGN:
 - CLICK-THRU'S - ↑ 100%
 - INFO REQUESTS - ↑ 230%
- VISITSTAUNTON.COM - ↑ 31%
- VISITOR CENTER TRAFFIC - ↑ 4%
- LODGING TAXES - ↑ 7%

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DC Blitz Results

- 5 Core Partners = 160%+ increase in website visitation
- VTC saw a 6% increase in unique visitors from April 08
- VTC experienced a 10.6% increase in page views on virginia.org
- So far 2 repeat partners: Virginia Beach and Fairfax (2008 and 2009)

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Next DC Blitz

April 2010

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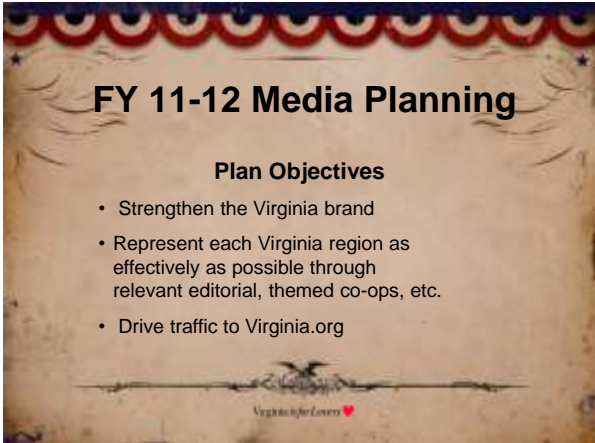


FY 11-12 Media Planning

July 1, 2010-December 31, 2011

- Currently planning, rep meetings week of October 19
- Plan will be complete by mid-January
- Will be posted on VATC.org by mid-February

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FY 11-12 Media Planning

Plan Objectives

- Strengthen the Virginia brand
- Represent each Virginia region as effectively as possible through relevant editorial, themed co-ops, etc.
- Drive traffic to Virginia.org

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FY 11-12 Media Planning

Plan Objectives

- Begin to incorporate new co-op layouts such as special sections in addition to traditional spreads
- Continue to incorporate new interactive options that include affordable e-newsletter co-ops

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FY 11-12 Media Planning

Plan Expectations

- GROW INDUSTRY PARTNER PARTICIPATION!
- Provide an array of diverse, affordable co-op opportunities to encourage participation by industry partners
- Grow participation in interactive co-ops by providing turn key, affordable opportunities

Virginia Style Living ♥



Questions?

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